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## **SOUTHERN BAROSSA BUSINESSES TO JOIN TOGETHER TO IMPROVE TOURISM TO THE REGION**

**Businesses in the hidden gem of the Barossa - its Southern region - are to band together to increase the numbers of tourists visiting the region following the sealing of Gomersal Road which provides a long sought-after improved road link to the Southern Barossa from the Sturt Highway.**

A meeting to discuss a marketing strategy to promote the region and prosper from the improved road link was called by Steve Lindner, the Marketing Manager of Chateau Yaldara, on Wednesday February 26 - a meeting attended by business people passionate about the Southern Barossa.



***L to R: Anthony Grundel (Chateau Yaldara) Mandy and Mark Creed (Creed Wines), Steve Lindner (Chateau Yaldara), Steve Balch (SBA), Ali Moylan (Schild Estate), Emma Kaye (Chateau Yaldara), Charlie Scalzi (Gods Hill Wines)***

The meeting resulted in a lively discussion of marketing and promotional activities - and how staff at local wineries, cellar doors and other businesses can be given increased knowledge to 'cross promote' the Southern Barossa.

The effect of bushfires in the Adelaide Hills and Kangaroo Island was noted and the impending effect of the Corona Virus on international tourism was also discussed - effects which the group felt will have impacts on Barossa tourism visitations without strong and visible regional attractions promoted intra-state and interstate.

Attending the meeting was the Deputy Chair of the Southern Barossa Alliance, Steve Balch, who said the SBA had long been trying to encourage local businesses to join together to give a bigger 'voice' to local tourist issues, and he commended Steve Lindner and others who attended the meeting for their renewed enthusiasm.

"The SBA both in the past and the present have been seeking support to bring out the best in local businesses, but frankly those efforts have been 'hit-and-miss'," Mr Balch said.

"Meetings like this give the SBA fresh impetus to bring all businesses in the Southern Barossa together to collaborate on advocacy, business development and community growth, to take advantage of the exciting times ahead.

"With the opening of the Warren and South Para reservoirs to 'adventure tourism', the Southern Barossa is ideally placed to increase visitations by intra-state and interstate tourists as they restrict international travel as a result of the Corona Virus.

"This will likely increase business not only to our wineries but to accommodation providers, restaurants and businesses generally."

Mr Balch said the SBA will be taking a lead role in facilitating a new Southern Barossa Business Committee, which would sit under and draw administrative advantage from the SBA which is recognised by Local and State governments as an accredited and insured entity.

"The SBA will be moving quickly to capitalise on this renewed interest in business promotion, and we will be inviting other Southern Barossa businesses to join in with this new push.

"This is a fresh start for Southern Barossa tourism, and we believe Southern Barossa businesses will be 'ahead of the curve' given the issues which will confront all Australian tourism in the months ahead." Mr Balch said.

Southern Barossa businesses who want to be part of the SBA's Business Committee should email the SBA at: [info@southernbarossaalliance.com](mailto:info@southernbarossaalliance.com)